

Outside-in >> Inside-out

Audience Engagement with the Core of a Creative City

*Where are all the
artists?*



**New Bedford Whaling
National Historical Park
Visitor Center**

Re-framing the conversation
around creative city tourism

creative city context

- ✓ recognition of artists' role in city revitalization
- ✓ marketing & economic development model

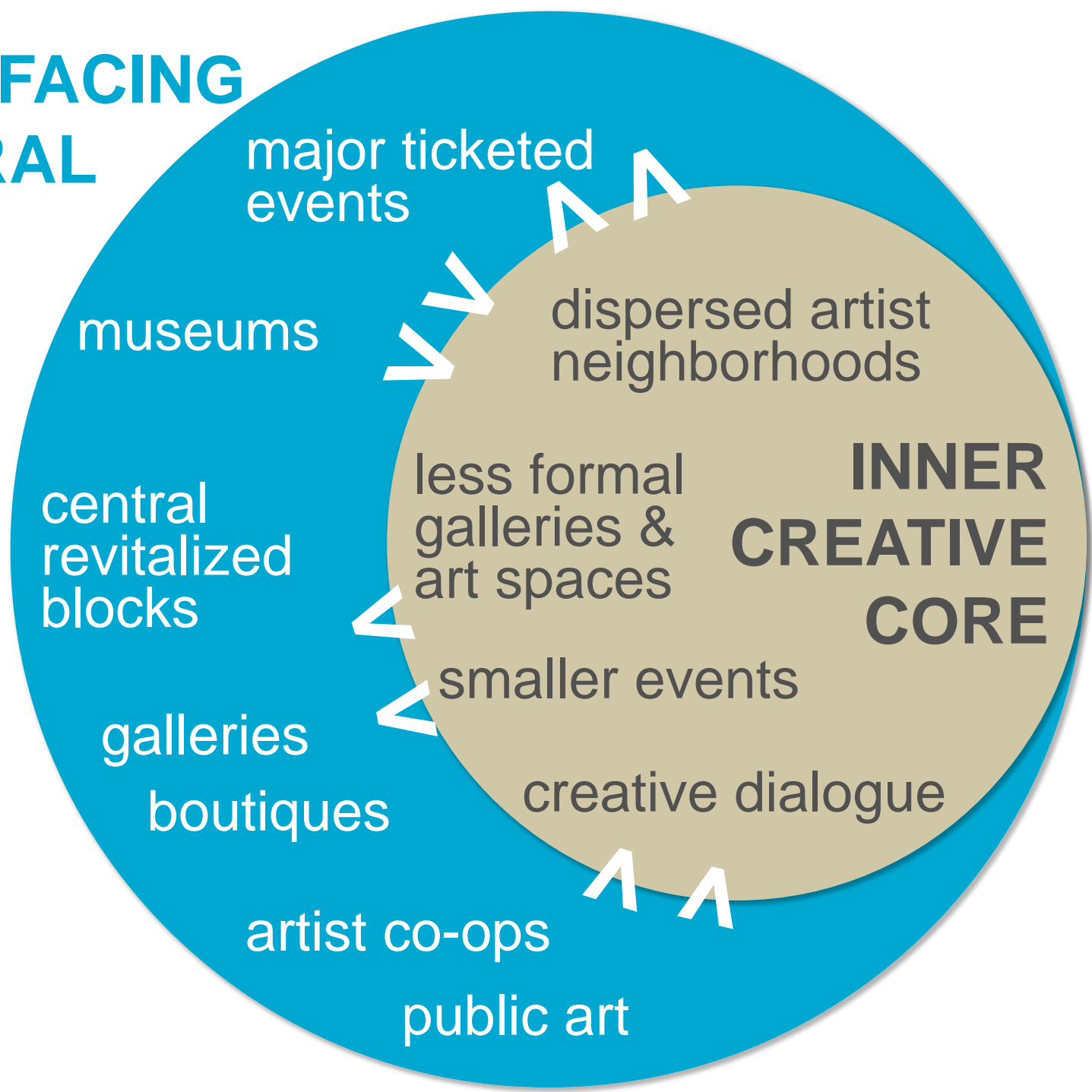
When it comes to tourism...

Is the presented creative city linked to the artist scene that fuels city image and vibrancy?

Does the economic impact from tourism trickle back to the less formal art scene?

Is there authenticity and differentiation?

OUTER-FACING CULTURAL SCENE



civic tourism analogue

How can place-making principles be applied to the urban arts scene?

Community determined – *involve artists!*

It's okay to serve/attract *specific audiences*

Dispersed footprint of artist scene can be embraced – Less tied to one central district

With Civic Tourism in mind...
let's consider current examples
(events and strategies) that
bridge the inner and outer
creative city scene.

BRIDGING THE GAP:

Open Studios & Gallery Nights

>> **maps**, getting out to **neighborhoods**, **tours**, mill **buildings**, **diversity** of participants, **friendly** festival atmosphere...

Can these methods extend to year-round visitors?

- Make the journey part of the cultural experience
- Cluster studios that wish to open to the public
- Online data bases
- Month-long artist opens, sales, festivals

WELCOME

DENVER'S ARTS DISTRICTS

The mission of the Denver Office of Cultural Affairs (DOCA) is to advance the arts and culture in the City and County of Denver.

Denver is a culturally vibrant city with over 300 large and small arts and cultural organizations and a robust commercial arts sector that includes galleries, arts districts, music venues and media production studios. DOCA builds on that vibrancy by working with other City offices, local businesses, nonprofit organizations and beyond to fulfill its mission.

With the Denver Gallery Guide, DOCA invites you to explore Denver's art galleries and unique arts districts that contribute greatly to the vitality of the city.

- 1 37th and Navajo Arts District**
has been the center of Denver's alternative arts scene for 25 years, launching and advancing some of the state's top artists.
37thandnavajo.com
- 2 Broadway/SE Denver**
includes galleries along eclectic Broadway and in some of Denver's most charming commercial districts of Old South Pearl and Old South Gaylord.
southgaylordstreet.com and oldsouthpearlstreet.com
- 3 Cherry Creek North Art District**
is home to 18 galleries featuring photography, fine art and crafts throughout the 16-block shopping and dining district.
cherrycreeknorth.com
- 4 Denver's ArtDistrict on Santa Fe**
is an historic, multicultural neighborhood featuring the largest concentration of art galleries in Denver.
artdistrictonsantafe.com
- 5 Golden Triangle Museum District**
is committed to "the art of living with art," boasting eight museums, galleries, open studios and several of Denver's civic and cultural institutions. gtmd.org
- 6 Downtown/LoDo**
galleries enjoy being located within the pedestrian-friendly shopping and sight-seeing areas of Downtown Denver and Lower Downtown Historic District.
lodo.org
downtowndenver.com
- 7 River North Art District (RiNo)**
is "where art is made" and home to some of Denver's most innovative art-focused businesses. rivenorthart.com



Maps developed by Denver GIS

Festivals

Chicago Artists' Month

This annual program, coordinated by the city's Department of Cultural Affairs, seeks to the year-round variety of local artistic activity by featuring a month's worth of events. The Chicago Art Open, presented by the Chicago Artists' Coalition (which originated Artists' Month in 1986), runs Mon 10/20-Mon 10/24, on the third floor of 162 W. Jackson (11 AM-2 PM daily; 102-4200-0100). Many other exhibits noted in this year's brochure are held by venue and/or galleries. For a full schedule, see chicagoartistsmonth.org or call 312-744-6100. Among this month's highlights:

Open Studios

Flax Arts Bldg., 410 S. Michigan, 10/20/21, 4-6 PM, and Sat 10/23, noon-6 PM, 312-357-9100.

Chicago Music School, 2820 N. Ashland, TH 10/21, 5-9 PM, and Sat 10/23 11/9-11/10, 10 AM-4 PM, 773-622-7100.

Uptown Plaza, 1012 N. Dearborn, 10/20/21, 1-5 PM, 312-283-3000.

2024 W. Bloomingdale, 10/20/21, 1-4 PM, 312-438-0029.

Walkers along Greenwood between Lawrence and Condo, Sat 10/23, noon-6 PM, start from Park Lane, 1010 N. Dearborn, 773-622-4400.

Condo Arts Bldg., 1001 N. La Salle, 1-4 PM, 773-622-4400.

Tours

Judy and Howard Johnson's contemporary art collection, Sat 10/23, 10 AM-noon.



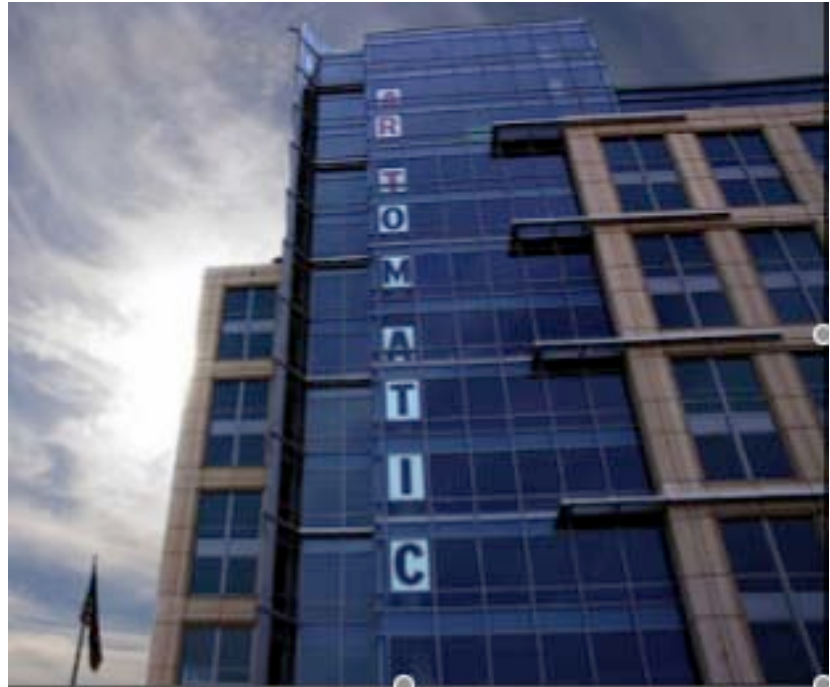
Fruit Machines, painting by Nadine Kalmouch, on view Friday at the Uptown Plaza open studio

Speakers from 10/20 at 214 N. Milwaukee, 312-225-9100.

Lincoln Park Community Art Initiative, workshop 10/21, 4-10-6 PM, at 2-8th, 1010 W. Belmont, with many of artists' studios throughout the area. Ward tour at 7-10 and 8-10, 214-225-9100.

Talk

Fast Company Company and artist William Cooper and Anna Usher contemporary artists Carlo-Carlo, Ed Paschke, and other through-line, Sat 10/23, 5 PM, in conjunction with the Day of the Dead exhibit at the Mexican Fine Arts Center Museum, 1612 W. 10th, 312-228-2200.



Artomatic

a month-long DC artist sale

Themed annual Oct. event
art walks, art Open, 200+ events

BRIDGING THE GAP:

Build the ART Marketplace

>> **culture of buying art, BUY LOCAL synergy**

What to focus on:

- More selling/collecting where the art is made
- ***Buy Local Art*** campaigns
- Emerging artist spotlights
- Online databases

BE INDEPENDENT.org

I buy indy art



PHOTO: Tom and Krista Skidmore standing in front of a newly acquired painting by Jason C. Zickler.

Photo courtesy of Jason Diehl.

Jason's artwork may be seen at www.indyarts.org or www.beindependent.org.

"We really like Jason's action paintings where he spontaneously dribbles paint across the canvas. You really get a sense for the physical act of painting. We purchased several of his large scale paintings for our new factory loft condo since they fit so well with our contemporary urban lifestyle. They are impossible to miss when you enter the room."

Krista and Tom Skidmore
Indianapolis

BRIDGING THE GAP:

Tourist gateways to artist scene

>> museums and visitors centers

What to focus on:

- Large-scale museum shows involving local art
- Ongoing gallery space devoted to local art
- Airports, Convention centers, public art, etc.



ARTISTS
[Text describing the artists involved in the poster scene]

VENUES
[Text describing the venues where posters were displayed]

BANDS
[Text describing the bands associated with the posters]

LENDERS
[Text describing the lenders of the posters]

PROVIDENCE

The community of Obeyes became the center of a DIY rock advantage of cheap is to experimentation with all type theater, comic 'zines, and

Particularly notable is the in conjunction with rock is Displayed here are more it together every poster made been borrowed from 37 in years, sometimes reprinted other such sites. Most are 1 and one-of-a-kind. Over the fabric, a variety of papers. Traditional printmaking is

The majority of posters an events took place. These it call, as much as possible: hand-drawn, cards, duplicate only one show, but many; for example—survived for segments of the rock show.

In view of burgeoning con West Side is currently in its achievements of its endless ongoing poster activity.

Support for this exhibition has been provided by the Providence Public and Learning Council, and



BRIDGING THE GAP:

Express local arts dialogue

>> impart the local arts persona, creative economy story and art scene texture

What to focus on:

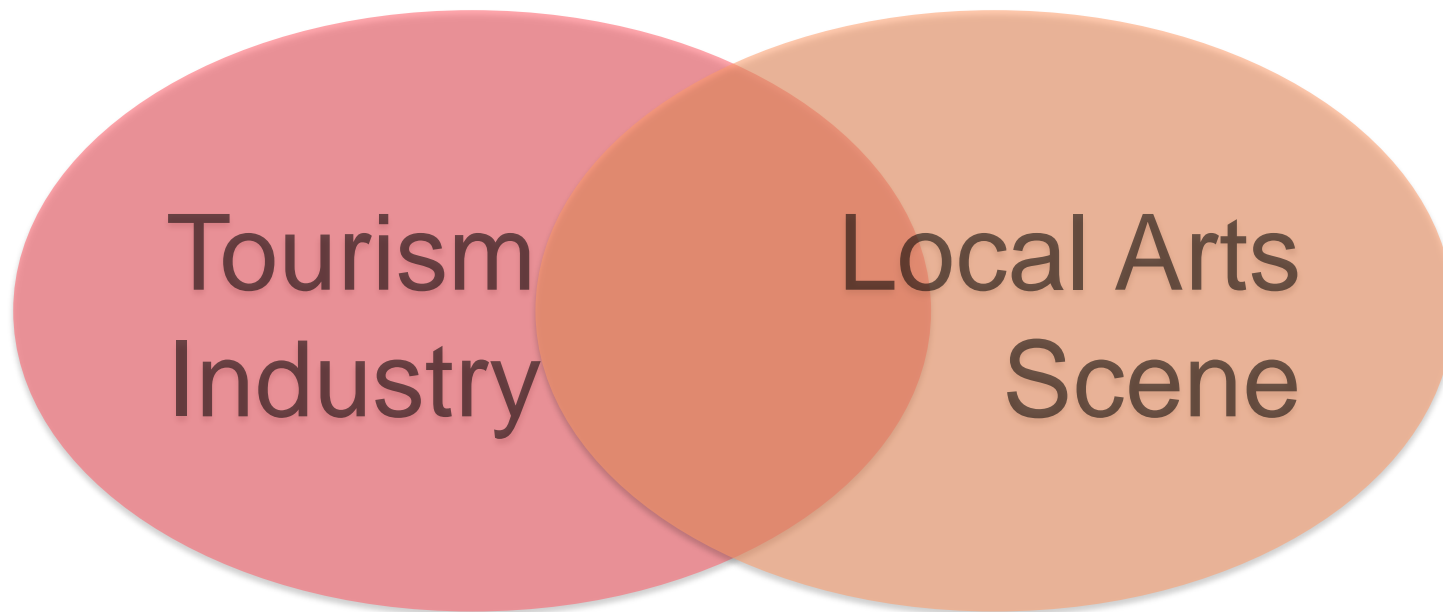
- “What to understand” (on top of what to see, do, etc.)
- Local art history and current state of the arts
- Maintain/expand arts coverage
- Discipline-specific approach (design, fashion, etc.)

“U wish U Nu Philly like a local.”



www.uwishunu.com

Can online portals foster inner and outer arts audiences overlap?



...who takes the lead? Can we serve both simultaneously?

BRIDGING OUTSIDE/INSIDE GAP:

1. extend Open Studio/Gallery Night ways
2. build art marketplace
3. access cultural tourist gateways
4. express local arts dialogue

Future goals?

BRIDGING OUTSIDE/INSIDE GAP:

1. extend Open Studio/Gallery Night ways
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Future goals

- Provide conduits
- Allow local arts flavor to be the difference
- Involve artists more
- Complement existing cultural attractions

Outside-in >> Inside-out

Audience Engagement with the Core of a Creative City

Your ideas on this topic?

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